



KSHB-TV

ORDER

Flight Dates **09/17/12-09/23/12**

Contract / Revision **311106 / 9/17-9/23**

Original Date / Revision
09/14/12 09/14/12

Advertiser **McCaskill / Democrat / Sena**

Agency **Media Strategies and Resea**

Buying Contact

**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Product

9/17-9/23

Agency Com 15%

Billing Contact

**1580 Lincoln Street
Suite 510
Denver, CO 80203**

Sales Office KSHBN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **11978**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	44	\$20,034.50	\$23,570.00	0.00
Totals	44	\$20,034.50	\$23,570.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/23/12	44	\$20,034.50	\$23,570.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	KSHB	09/17/12	09/23/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	- TWTF - -	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -		4			\$350.00		0.00			
E 3	KSHB	09/17/12	09/23/12	Today Show Today Show	CM	7-9a	MTWTF - -	:30	5	\$425.00	P-2	0.00 NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF - -		5			\$425.00		0.00			
E 4	KSHB	09/17/12	09/23/12	Today Show II Today Show II	CM	9-10a	- T - - - -	:30	1	\$175.00	P-2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- T - - - -		1			\$175.00		0.00			



KSHB-TV

Print Date: 09/14/12

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Contract / Revision **311106** Flight Dates **09/17/12-09/23/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **9/17-9/23**

Estimate # **11978**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	KSHB	09/17/12	09/23/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$100.00		0.00			
E 6	KSHB	09/17/12	09/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	---T---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$100.00		0.00			
E 7	KSHB	09/17/12	09/23/12	M-F 3-4p 3-4p	CM	3-4p	M-W-F--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-W-F--					3	\$40.00		0.00			
E 8	KSHB	09/17/12	09/23/12	M-F 4-430p Jeopardy	CM	4-430p	-TWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--					4	\$300.00		0.00			
E 9	KSHB	09/17/12	09/23/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWT---	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWT---					4	\$325.00		0.00			
E 10	KSHB	09/17/12	09/23/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M--F--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M--F--					2	\$750.00		0.00			
E 11	KSHB	09/17/12	09/23/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					5	\$750.00		0.00			
E 12	KSHB	09/17/12	09/21/12	Mon 7-9p The Voice	CM	7-9p	M-----	:30	1	\$3,800.00	P-1	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$3,800.00		0.00			
E 13	KSHB	09/17/12	09/21/12	Tuesday Prime A The Voice	CM	7-8p	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----					1	\$1,300.00		0.00			
E 14	KSHB	09/17/12	09/21/12	Friday Prime B Grimm	CM	8-9p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$800.00		0.00			
E 15	KSHB	09/17/12	09/23/12	M-F Late News M-F Late News	CM	10-1035p	M-WTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-WTF--					4	\$700.00		0.00			
E 16	KSHB	09/17/12	09/23/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWT---	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWT---					4	\$200.00		0.00			
E 17	KSHB	09/17/12	09/23/12	Wednesday Prime C Revolution	CM	9-10p	--W----	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,350.00		0.00			



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Print Date: 09/14/12

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Hiatus Dates

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Order Sep 00:20:00

Advertiser **McCaskill / Democrat / Sen** Product **9/17-9/23**

Estimate # **11978**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	KSHB	09/17/12	09/23/12	Wednesday Prime C Revolution	CM	9-10p	--W----	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----			1			\$1,350.00		0.00			
E 18	KSHB	09/17/12	09/23/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$400.00		0.00			
N 19	KSHB	09/17/12	09/23/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-			1			\$550.00		0.00			
Totals														44	\$23,570.00